

Fashion Calendar 1948

4/26/48

JANUARY

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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WEEK ENDING FRIDAY, APRIL 23, 1948

Friday April 23 12:15 P.M. Luncheon	ELEVENTH ANNUAL DESIGN AWARDS LUNCHEON Eleventh annual Design Awards Luncheon by Lord & Taylor, honoring four people who are personally infusing new spirit and injecting new hope into our social and cultural patterns. Each award is \$1000. Press by invitation only. Price of tickets: \$4.50. For tickets contact: Muriel Alexander, Design Awards Office, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
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Friday April 23 8:30 P.M.	FASHION SHOW ON TELEVISION This is the third in a series of four fashion television programs presented by Bonwit Teller, to be seen in N. Y., Philadelphia, Baltimore and Washington, D. C. Mary Wells Ridley, Fashion Editor of the N. Y. World-Telegram, will appear as guest. Narrator: Adelaide Hawley. Publicity: Jane Barton, Television Fashions On Parade, 551 Fifth Ave., MU. 2-2973.	TELEVISION FASHIONS ON PARADE, INC.	STATION WABD DU MONT
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Friday April 23- May 8	AMERICAN INDIAN COSTUMES ON DISPLAY Exhibit of Navaho Indian costumes and jewelry from the Traphagen Museum collection; also, photographs of the paintings of W. R. Leigh depicting Indians of various tribes and cowboys in full regalia. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
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April 24 FIRST DAY OF JEWISH PASSOVER (Saturday).

April 25 BEGINNING OF DAYLIGHT SAVING TIME (Sunday).

April 25- May 1	NATIONAL BABY WEEK Contact: Earnshaw Publications, Inc., 71 West 35th St., WI. 7-9805.
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WEEK BEGINNING MONDAY, APRIL 26, 1948

Monday April 26- April 29	SECOND SPRING SHOE FAIR IN CHICAGO Contact: George Gayon, Manager, National Shoe Fair, Palmer House, Chicago.	NAT'L SHOE RETAILERS; NAT'L SHOE MANUFACTURERS	CHICAGO, ILLINOIS
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Tuesday April 27 1:00 P.M. Luncheon	SHOWING OF SUMMER DRESSES & MILLINERY Summer fashion show with millinery by Mme. Andrée and afternoon, daytime and cocktail dresses for Summer by Capri. Press by invitation. Public by reservation. For reservations, contact, headwaiter, PL. 3-4600, Ext. 20. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	MME. ANDRÉE & CAPRI ORIGINALS	RITZ CARLTON HOTEL OVAL ROOM
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April 27 PACKAGING WEEK (April 27-May 3).

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 27 4:00 P.M. Cocktails	PRESS PREVIEW: IMPORTED FALL COLLECTION Mr. C. Charles of Chas. Kuperstein Ltd., London, England, will present his imported Fall collection of "Koupy Models", misses coats and suits. Attendance by invitation only. Showing for buyers daily at 10:30 A.M. and 2:30 P.M. from April 28 through May; Saturdays by appointment. Contact: Dorothy Smee, GR. 7-0758.	CHAS. KUPERSTEIN LTD. LONDON, ENGLAND	SHERRY-NETHERLAND 5TH AVE. & 59TH ST.
Wednesday April 28 1:00 P.M. Luncheon	CHILDREN'S BEACHWEAR AT LUNCHEON SHOW "Babes In Playland"--L. Brogan's new resort collection for the very young set will be presented during luncheon. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Contact: L. Brogan, PL. 3-1241. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	L. BROGAN	WALDORF-ASTORIA SERT ROOM
Thursday April 29 1:00 P.M. Luncheon	"MAY DAYS IN GOTHAM" BENEFIT FASHION SHOW Luncheon fashion show for benefit of the Nearly New Shop, with clothes by Jane Derby from Lord and Taylor; jewels from Van Cleef and Arpels; coiffures by de Leo; orchids from Thomas Young Orchids, Inc. Press by invitation only. Publicity: June Hamilton Rhodes, MU. 3-7661.	BUREAU OF FASHION TRENDS	HOTEL PLAZA BALLROOM
Friday April 30 10:30 P.M.	"ILLUSTRATORS' BALL" FOR CHARITY FUND A colorful cabaret revue and supper dance will be presented by the Society of Illustrators for the benefit of its educational and charity fund. Entertainment by stars of stage, screen and radio, and prominent magazine illustrators. Tickets: \$12.50 per person. Contact: Miss Fanshawe, 136 East 64th St., RE. 4-2353.	SOCIETY OF ILLUSTRATORS	WALDORF-ASTORIA GRAND BALLROOM
May 2	NATIONAL MUSIC WEEK (May 2-May 8).		
Monday May 3 4:00 P.M.	ADVANCE FALL OPENING OF BLOUSE COLLECTION Yolande will introduce their collection of Fall handmade blouse fashions to the press. The collection will include Paris-inspired designs as well as modern interpretations of classic blouse fashions. Attendance by invitation only. Publicity: Forth Miller Associates, MU. 3-6526.	YOLANDE CORP.	16 EAST 34TH STREET SHOWROOM
Monday May 3	OPENING OF FALL LINE IN CALIFORNIA Cole of California will present their new Fall line of back-to-school dresses and formals for Teen, College and Sports shops. Contact: Cole of California, Pacific Blvd. and Fruitland Rd., Los Angeles 11, Calif.	COLE OF CALIFORNIA	846 S. BROADWAY LOS ANGELES, CALIF.
May 3- May 8 1:00 P.M.- 11:00 P.M.	"WORLD UNDER ONE ROOF" EXPOSITION The second annual International Travel and Vacation Show will present vacation opportunities, showing resort areas in this country and abroad; colorful exhibits by railroads, steamships and airlines. The following firms will sponsor fashion exhibits on the main floor: American Silk Mills; Ameritex; Arkay, Jr.; Claire McCardell; National Knitted Outerwear Assn.; Rain Shedder Co., Inc.; Wesley Simpson. Admission: \$1.00 plus tax. Contact: Patricia Calvert, MU. 7-3995.	INTERNATIONAL TRAVEL AND VACATION SHOW	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning May 3	OPENING OF FALL LINES IN CALIFORNIA The Affiliated Fashionists, of Los Angeles, California, will begin to show their Fall lines on May 3. Members include: Louella Ballerino, Mabs Barnes, Agnes Barrett, Irene M. Bury, Viola S. Dimmitt, Peggy Hunt, Inc., Addie Masters, Marjorie Montgomery. Contact individual manufacturers.	AFFILIATED FASHIONISTS (LOS ANGELES, CALIF.)	INDIVIDUAL SHOWROOMS
Tuesday May 4 12:00 Noon Luncheon	PRESS PREVIEW OF FALL FASHIONS Shamokin Woolen Mills invites the fashion press to view its Fall woollens in fashions by the leading designers. Attendance by invitation only. Publicity: Claire A. Wolff, LO. 4-7250.	SHAMOKIN WOOLEN MILLS	WALDORF-ASTORIA JANSEN SUITE
Postponed May 4	THE FALL FASHION PRESENTATION OF PAJAMAS, GOWNS AND SLIPS BY M. C. SCHRANK CO., ORIGINALLY SCHEDULED FOR TUESDAY, MAY 7, HAS BEEN POSTPONED TO MONDAY, MAY 17, AT 12:30 P.M. LUNCHEON. (See Page 5.)		
Wednesday May 5 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Arnold Constable's "Annual Fashion Story," as told by Nancy Craig, WJZ's "Woman of Tomorrow," will be presented during luncheon. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Arnold Constable Publicity: Hazel Stewart, CA.5-2300. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
Wednesday May 5 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Gunther will present Summer fashions during luncheon at the opening of the women's bridge and golf season at the Westchester Country Club. Publicity: Nona James, VO. 5-3440.	GUNTHER (666 FIFTH AVE.)	WESTCHESTER COUNTRY CLUB; RYE, N. Y.
Wednesday May 5 3:30 P.M.; 8:30 P.M.	FASHION SHOWING OF DESIGNS BY STUDENTS Presentation of a collection of designs by students of Parsons' Costume Design Department. Showings at 3:30 P.M. and 8:30 P.M. Admission: \$1.00 plus tax. Contact: Elizabeth Wenig, PL. 8-2943.	PARSONS SCHOOL OF DESIGN	HOTEL ASTOR BALLROOM
Postponed May 5	THE FALL FASHION SHOW BY LILLI ANN CO. OF SAN FRANCISCO, ORIGINALLY SCHEDULED FOR WEDNESDAY, MAY 5, HAS BEEN POSTPONED TO TUESDAY, MAY 11, AT 5:30 P.M. (See Page 4.)		
Thursday May 6 12:15 P.M. Luncheon	MEMBERS MONTHLY LUNCHEON MEETING "Teens Take Over--Five high school girls explain their group: The Way We Look; The Way We Behave; The Community We Live In; The World We Want; The Way You Look To Us." M.C.: Alice Thompson, Exec. Editor "Seventeen Magazine". Chmn. of program committee: Gertrude Bailey. Price: (including tax and tip): \$3.10 for members; \$3.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Thursday May 6 3:30 P.M.	MABS OF HOLLYWOOD BATHING SUIT SHOW Franklin Simon will present a showing of bathing suits by Mabs of Hollywood. Mabs Barnes will be present and will summarize her career and discuss the collection. Open to public. Publ.: Lenore Benson, WI.7-9600.	FRANKLIN SIMON	3RD FLOOR BEACH SHOP

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Thursday May 6 5:00 P.M.	MALE-TESTED FASHION SHOW Presentation of Fall suits at Cosmopolitan's fashion show with an all-male jury. Attendance strictly by invitation. Publicity: Kay Wister, fashion editor, Cosmopolitan Magazine, CO. 5-7300.	COSMOPOLITAN MAGAZINE	STORK CLUB BLESSED EVENT ROOM
Thursday May 6- May 8	NATIONAL CONFERENCE ON FAMILY LIFE Representatives of 125 national organizations in the field of public welfare--private, volunteer, professional and governmental agencies will discuss family life in America today. White House Reception on May 5. Address by President Truman on May 6. Limited number of press invited. Chmn.: Eric Johnston. Public Relations: Carson-Ruff Assoc., MU. 2-2055.	125 NATIONAL ORGANIZATIONS	WASHINGTON, D. C.
May 8	V-E DAY, THIRD ANNIVERSARY (Saturday).		
May 8	NATIONAL GOLF WEEK (May 8-May 15).		
May 9	MOTHER'S DAY (Sunday).		
Monday May 10 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Russeks "books Summer on the St. Regis Roof". Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	ST. REGIS HOTEL ROOF
Tuesday May 11 12:30 P.M. Luncheon	MILLINERY CHARITY FASHION LUNCHEON Millinery fashion show to be sponsored by the Trade Promotion Committee of the Millinery Stabilization Commission, Inc., in conjunction with the Sunshine League for Orphan Children. Hats by the following milliners will be shown: Anita Andra, Braagaard, Lilly Daché, Emmé, Peg Fischer, Walter Florell, John Fredericks, Mary Goodfellow, Mago Hayes, Irene, Laddie Northridge, Mme. Pauline, Florence Reichman, Mme. Reine, Sally Victor. Fourteen hats will be auctioned, with proceeds donated to the Heart Fund. Fashion show director and commentator: Mary Alice Rice. Contact: Mrs. Irving Schacter, TR. 4-1630.	MILLINERY STABILIZATION COMMISSION	HOTEL ASTOR BALLROOM
Tuesday May 11 4:00 P.M.- 6:00 P.M. Tea	ADVANCE FALL MILLINERY FASHIONS The Millinery Creators' Guild will present advance Fall millinery fashions. Members include: Bernice Charles, Harryson Hats, G. Howard Hodge, Jeanne Tete, Edgar J. Lorie, Milgrim Hats, Germaine Montabert, Vogue Hats-Garfunkel Makers. Attendance strictly by invitation. Publicity: Ruth Weintraub, PL. 3-2117.	MILLINERY CREATORS GUILD	HOTEL PIERRE COTILLION ROOM
Tuesday May 11 5:30 P.M. Cocktails	FASHIONS BY LILLI ANN AND FASHION EDITORS The Lilli Ann Co. of San Francisco will present fashions for Fall. A special showing by twenty N.Y. fashion editors will illustrate their conception of good fashions for Fall in coats, suits and dresses they have designed. Fabrics from Celanese Corporation of America, William Whitman and Lippitt Worsted Mills. Attendance by invitation only. Contact: Shirley Spaulding, Allan Meltzer & Co., MU. 8-2650.	LILLI ANN COMPANY (SAN FRANCISCO, CALIF.)	RAINBOW ROOM 30 ROCKEFELLER PLAZA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 12 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOWING Florence Lustig will present her Summer and Fall custom-order collections during luncheon. Press by invitation. Public by reservation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	FLORENCE LUSTIG (54 EAST 57TH ST.)	WALDORF-ASTORIA SERT ROOM
Wednesday May 12 4:00 P.M. Cocktails	FALL BLOUSES FOR CHILDREN AND TEENS Judy Kent will present a showing of Fall blouses for children and teenagers. Show at 4:15 P.M. Attendance by invitation only. Publicity: Gladys Steiner: MU. 9-1630.	JUDY KENT BLOUSES (1370 BROADWAY)	RITZ CARLTON CRYSTAL GARDENS
Thursday May 13 12:00 Noon Luncheon	FALL AND WINTER MILLINERY SHOW "Headlines For Fall," will be the theme at the semi-annual millinery fashion show, introducing a color corsage. This luncheon will celebrate the Fifth Anniversary of the Millinery Designers' League. (Show at 1:00 P.M.) Tickets available to the trade. Press by invitation. Publicity: Edyth Thornton McLeod, PL. 5-7800.	MILLINERY DESIGNERS' LEAGUE, INC.	WALDORF-ASTORIA WEDGWOOD ROOM
May 15	STRAW HAT DAY IN SOME CITIES (Saturday).		
Saturday May 15- May 21	"RARE GEMS" EXHIBITION A new exhibition of rare gems will open on May 15 at the Newark Museum. Open to public. Publicity: Mildred Holzhauer, Mitchell 2-0011 (Newark).	NEWARK MUSEUM	WASHINGTON PK. WEST NEWARK, N. J.
Sunday May 16- May 21	SAN FRANCISCO MARKET WEEK Fall lines will be shown in San Francisco, with the annual "Oscar" award dinner honoring personalities who have made outstanding contributions to the California market in the past year, scheduled for May 17. Contact: Manufacturers and Wholesalers Assns., San Francisco.	SAN FRANCISCO MFRS. AND WHOLESALERS ASSN.	SAN FRANCISCO, CALIFORNIA
May 16	WORLD TRADE WEEK (May 16-May 22).		
Monday May 17 12:30 P.M. Luncheon	FALL FASHIONS IN PAJAMAS, GOWNS, SLIPS Presentation of pajamas and nightgowns in flannelette, cotton, rayon; also petticoats and slips in rayon, nylon and cotton. Attendance by invitation only. Publicity: Norma Rambach Reese, LA. 4-4282.	M. C. SCHRANK CO. (EMPIRE STATE BLDG.)	HOTEL PIERRE COTILLION ROOM
Monday May 17 3:00 P.M.	OPENING OF "SUN AND FUN SHOP" Saks 34th will present fashions for resort, beach, play and spectator sports at the opening of the "Sun And Fun Shop" on the 3rd floor. Open to public. Publicity: Frances Eisner, LA. 4-7000, Ext. 445.	SAKS 34TH	3RD FLOOR
Monday May 17 4:30 P.M.- 7:00 P.M. Cocktails	"RIGHT ON THE JOB" FASHION SHOW Charm will present a preview of their September issue--"Right On The Job" at a cocktail showing. For store executives by invitation only. Publicity: Eloise Ray, MU. 3-8910.	CHARM MAGAZINE	HOTEL PIERRE GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 17 6:00 P.M.	MISSSES' AND WOMEN'S FASHION SHOW Presentation of fashions in the moderate price range for misses and women. Open to the public. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBEL BROTHERS	3RD FLOOR
Monday May 17- May 22	ANNUAL NATIONAL COTTON WEEK "Cotton--America's Favorite Fabric" will be the theme of National Cotton Week, sponsored by the Cotton-Textile Institute and National Cotton Council. There will be retail store participation throughout the country, cotton carnivals in many Southern cities, and special programs in schools. Contact: The Cotton-Textile Institute Inc., WA. 5-4004.	COTTON-TEXTILE INSTITUTE INC.	THROUGHOUT THE COUNTRY
Monday May 17- May 29	ADVANCE FALL MARKET OPENINGS IN CHICAGO There will be two dinner fashion shows during the advance Fall market openings in Chicago. All lines will be shown at these openings. Contact: Oscar Meinhardt, Chicago Fashion Industries, Chicago, Illinois.	CHICAGO FASHION INDUSTRIES	CHICAGO, ILLINOIS
May 17	OPENING OF BELMONT PARK (Monday).		
Tuesday May 18 9:30 A.M. Breakfast	PRESS SHOWING: SPRING AND RESORT PRINTS Robaix Fabrics invite the press to breakfast and a showing (promptly at 10:00 A.M.) of their 1949 Resort and early Spring suits. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	ROBAIX FABRICS, INC.	1412 BROADWAY 20TH FLOOR
Tuesday May 18 10:30 A.M.	FIRST POSTWAR JUVENILE FASHION CLINIC Parents' Magazine will resume its custom of presenting annual infants' and children's wear fashion clinics for retail stores and resident buying office executives. The morning clinic will be followed by a luncheon forum. Open to manufacturers. There will also be a preview of back-to-school fashions for teens, which will appear in the Fall issue of "Calling All Girls" Magazine. Tickets: \$6.00 to \$15.00. Clinic conducted by Betty Green, Fashion Editor of Parents' Magazine. Contact: Herbert Bijur, Promotion Director of Parents' Magazine, 52 Vanderbilt Ave., MU. 5-4400.	PARENTS' MAGAZINE	HOTEL ASTOR BALLROOM
Tuesday May 18 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Presentation of Belliciano Fall coats and suits to the press. Showing at 4:30 P.M. Commentator: Mary Alice Rice. Attendance by invitation only. Publicity: William Harvey Co., LO. 3-6569.	DAVE BELLSEY CO.	512 SEVENTH AVENUE SHOWROOM
Tuesday May 18- May 20	TOILET GOODS CONVENTION Theme: "What Is Ahead For The Toilet Goods Industry?" Business meetings will be held each day. Contact: Edward D. Russell, PE. 6-1100.	TOILET GOODS ASSN. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA
Wednesday May 19 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Hattie Carnegie's Jeune Fille collection will be presented during luncheon. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	HATTIE CARNEGIE	WALDORF-ASTORIA STARLIGHT ROOF

*Monroe
Machals*

*Tickets:
17.50
6.00
12.50*

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 20 9:30 A.M. Coffee	PRESS PREVIEW OF FALL COLLECTION George Jablow will present his Fall collection of coats and suits to the press. By invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	GEORGE JABLOW & CO.	530 SEVENTH AVENUE SHOWROOM
Sunday May 23- May 28	TWENTY-EIGHTH NATIONAL WASH APPAREL SHOW New Fall merchandise will be presented during the National Wash Apparel Show and market week openings. Fashion show and dinner in the Grand Ballroom of the Palmer House, Wednesday, May 26. Contact: Glenn G. Hayes, Exec. Dir., Palmer House, Chicago.	CHICAGO APPAREL SHOW AND MARKET WEEK	PALMER HOUSE CHICAGO, ILLINOIS
May 22- May 29	TWENTY-THIRD NATIONAL FOOT HEALTH WEEK. "Forward America On Good Feet!" Contact: Nat'l Foot Health Council, Phoenix Bldg., Rockland, Mass.		
May 22	NATIONAL MARITIME DAY (Saturday).		
May 22	NATIONAL TENNIS WEEK (May 22-May 29).		
May 23	"I AM AN AMERICAN" DAY (Sunday).		
Beginning Monday May 24	OPENING OF FALL LINES In accordance with the practice followed in recent seasons, the FOGA houses will show only a single collection for the Fall season. (These are one week later than last year's showings.) Guild members who will present their lines include: HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI ORIGINALS, INC. CARLYE DRESS CORP. DEITSCH, WERSBA, COPPOLA FOX-BROWNIE, INC. ED GERRICK, INC. A. GOODMAN & CO. FRED GREENBERG DRESS CO.	FASHION ORIGINATORS' GUILD OF AMERICA JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS JUNIOR LEAGUE FROCKS KAPLAN & GRABOIS SAMUEL KASS GOWNS CHARLES LANG, INC. DAVID LEONARD & LEVINE MARY LEE, INC. MORRIS & MARCUS PARNIS-LIVINGSTON, INC.	INDIVIDUAL NEW YORK SHOWROOMS BEN REIG, INC. C. H. D. ROBBINS CO. RUDOLF GOWNS, INC. PAUL SACHS ORIGINALS MARTIN SIMON, INC. HERBERT SONDHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE, INC. JANET TAYLOR HANNAH TROY, INC.
	Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.		
Beginning Monday May 24	OPENING OF FALL SPORTSWEAR LINES The members of the Sportswear Guild will present their Fall collections during the week of May 24, one week later than last year. Members include: ADLER AND ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC. KANE-WEILL, INC.	THE SPORTSWEAR GUILD STAR-MAID DRESSES, INC.	MANUFACTURERS SHOWROOMS MUTUAL-ROSENBLOOM CO. CHARLES W. NUDELMAN, INC. ZOLTAN ROSENBERG SPORT-CRAFT, INC.
	Contact individual manufacturers.		
Week Of May 24	OPENING OF FALL COLLECTION Harold Susman will present his Fall collection at 10:30 A.M. and 2:30 P.M. daily. Publicity: Grace Kent, MU. 2-4835.	HAROLD SUSMAN, INC.	498 SEVENTH AVENUE SHOWROOM

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Monday May 24- June 5	FALL MARKET WEEKS IN CHICAGO The women's, children's, infants' wear and accessories market openings will take place in Chicago from Monday, May 24 to Saturday, June 5.	WOMEN'S, CHILDREN'S AND ACCESSORIES MARKET	MERCHANDISE MART CHICAGO, ILLINOIS
May 24	BUDDY POPPY WEEK (May 24-May 31).		
Tuesday May 25 9:00 A.M. Breakfast	FALL SPORTSWEAR AT BREAKFAST SHOWING "del Mar Packs The Trunk For Fall"--a showing of Fall and back-to-school original sportswear designed by Clifford. Showing at 9:30 A.M. For press and trade by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	del MAR SPORTSWEAR	HOTEL PLAZA GRAND BALLROOM
Tuesday May 25 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Peck and Peck will present "Luncheon in the Sun"--a showing of new Summer fashions for town during luncheon. Press by invitation. Public by reservation. For reservations contact: Mr. Ray, VO. 5-5400. Contact: Julia Morse, PL. 8-3100. Chatham Hotel Publ.: Suzanne Jordan, VO. 5-5400.	PECK AND PECK	CHATHAM HOTEL CHATHAM WALK
Tuesday May 25 4:00 P.M.	FUR FASHIONS BY RALPH MARANO Russeks' Pink Champagne Party for the press with a showing of Ralph Marano's custom fur collection. Attendance by invitation only. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	9TH FLOOR DESIGN STUDIO
Cancelled May 26	THE SUMMER FASHION SHOW BY RUSSEKS FIFTH AVENUE, ORIGINALLY SCHEDULED FOR WEDNESDAY, MAY 26, AT 1:00 P.M. LUNCHEON, WALDORF-ASTORIA, STAR-LIGHT ROOF, HAS BEEN CANCELLED.		
Wednesday May 26 4:30 P.M. Cocktails	PRESS SHOWING OF FALL COLLECTION Adler & Adler's Fall and Travel collection will be presented to the press. Attendance by invitation only. Contact: Paul Adler, CH. 4-6630.	ADLER & ADLER	550 SEVENTH AVENUE 20TH FLOOR
May 30	MEMORIAL DAY (Sunday).		
May 31	LEGAL HOLIDAY (Monday) TO CELEBRATE MEMORIAL DAY.		
Wednesday June 2 9:00 A.M. Breakfast	FALL FASHIONS FROM SAN FRANCISCO Natalie Nicolai of San Francisco will present her Fall collection of dresses, suits and sportswear. For press and trade by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	NATALIE NICOLAI (SAN FRANCISCO)	HOTEL PLAZA GRAND BALLROOM
Wednesday June 2 4:30 P.M. Cocktails	PREVIEW OF SEPTEMBER ISSUE Fashion Show to preview GLAMOUR Magazine's September 1948 Career issue, and to announce the winners of the GLAMOUR contest, "Ten Girls With Taste." Press by invitation. Not open to public. Tickets limited to GLAMOUR tie-in stores and buying offices. Contact: Mary MacMahon or Mary Joan Finley, GLAMOUR, LE. 2-7500.	GLAMOUR MAGAZINE	HOTEL PIERRE BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 3 Evening	FIRST DESIGNERS' FASHION SHOW The First Designers' fashion show to be staged by the Guild of New York Dress Designers, a professional association whose membership represents a broad cross-section of important fashion houses and a widely diversified range of prices. Based on the theme "Whistler And His Time", the show will depict colors from Whistler paintings and silhouettes inspired by the period. Tickets: \$10.00. For tickets, contact: MU. 3-5412. Press by invitation only. Publicity: Forth Miller Associates, MU. 3-6526.	THE GUILD OF NEW YORK DRESS DESIGNERS	BROOKLYN MUSEUM SCULPTURE COURT
Monday June 7- June 12	SECOND ANNUAL TEXTILE EXPOSITION "Fabrics of Tomorrow" will be the theme of the second annual Textile Industries Exposition, with showings by fabric mills, converters, textile dyers and finishers, yarn producers. Presentation of fashion fabrics for the men's and women's apparel producing industries, piece goods for over-the-counter selling, and decorative fabrics for the home. For press and trade only. Contact: Arthur Tarshis, WA. 9-8068.	TEXTILE INDUSTRIES EXPOSITION (36 W. 47)	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.
Monday June 7- June 13	SECOND ANNUAL FASHION FAIR The second annual edition of the Fashion Fair, at Madison Square Garden Exposition Hall, with exhibits by the fashion apparel and related industries. There will be a two-hour fashion show, presented four times daily. Fashion presentation produced and staged by Leon Leonidoff, Radio City Music Hall director. Theme: "Alice in Fashionland-Through the New Look-ing Glass Into '48". Price of tickets: \$2.40. Publicity: Billie Gould, Hotel McAlpin, Suite 720, PE. 6-5700.	LEADER ENTERPRISES, INC. (97 DUANE STREET)	MADISON SQUARE GARDEN 8TH AVE. & 49TH ST.
Tuesday June 8 1:00 P.M. Luncheon	SUMMER COTTONS AT LUNCHEON SHOW Anson-Jones will present their one-price fashions in Summer cottons for town and casual wear. Press by invitation. Public by reservation. For reservations, contact Mr. Ray, VO. 5-5400. Anson-Jones Publicity: Mrs. Pennington, PL. 9-3506. Chatham Hotel Publicity: Suzanne Jordan, VO. 5-5400.	ANSON-JONES	CHATHAM HOTEL CHATHAM WALK
Tuesday June 8 3:30 P.M.- 6:30 P.M. Cocktails	PRESS PREVIEW OF FALL COMPACTS Volupté Inc. will present an advance showing of Fall styles and ideas in compacts at a cocktail party. Press by invitation. Publicity: Anita Pine, Hirshon-Garfield, PL. 7-6300.	VOLUPTE INC.	RITZ CARLTON HOTEL CARLTON SUITE (4TH FL.)
Wednesday June 9 4:00 P.M.- 7:00 P.M. Cocktails	EIGHTH ANNUAL NATIONAL SEWING CONTEST Eight national prize winning and thirty other outstanding garments from 45 major U. S. cities will be modeled. Attendance by invitation only. Contact: Grace Turner, Win Nathanson Assoc., MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
Thursday June 10 3:30 P.M.- 6:00 P.M.	PRESS PREVIEW OF FLEXEES FALL LINE "The Four Leaf Clover Line"--advance showing of the Flexees Fall line including Flexees, Corsees, Flexaire and Slimpac. Attendance by invitation only. Contact: Milton Holz, MU. 9-2100.	FLEXEES CORSET CO.	417 FIFTH AVENUE SHOWROOM
June 20	FATHER'S DAY (Sunday).		

MUSIC...MOVIES...THEATRES

Friday LAST PERFORMANCES N. Y. CITY OPERA N. Y. CITY CENTER, 131 WEST 55TH ST.
 April 23- April 23: CAVALLERIA RUSTICANA and PAGLIACCI; April 24: OLD MAID AND THE
 April 25 THIEF and AMELIA GOES TO THE BALL; April 25: (Mat.) MADAMA BUTTERFLY;
April 25: (Eve.) TOSCA. Publicity: Jean Dalrymple, MU. 8-3847.

Friday BALLET THEATRE PRESENTATIONS, METROPOLITAN OPERA HOUSE, B'WAY & 39TH ST.
 April 23- April 23: SIX WALTZES, FACSIMILE, SHADOW OF THE WIND; April 24: (Mat.)
 April 30 SIX WALTZES, PETER AND THE WOLF, BILLY THE KID; April 24: (Eve.) BILLY
 THE KID, FALL RIVER LEGEND, PAS DE DEUX; GALA PERFORMANCE, April 25:
 (Mat.) GISELLE (2 Acts), FANCY FREE; April 25: (Eve.) ROMEO & JULIET,
 FALL RIVER LEGEND, PAS DE DEUX, FANCY FREE; April 27: PETROUCHKA, APOLLO,
 FALL RIVER LEGEND; April 28: INTERPLAY, BILLY THE KID, UNDERTOW, FANCY
 FREE; April 29: LES SYLPHIDES, PILLAR OF FIRE, SHADOW OF THE WIND;
April 30: THEME & VARIATIONS, FALL RIVER LEGEND, LES PATINEURS.
 Publicity: Walter Alford, CI. 5-7930.

Tuesday PREMIERE: "ANNA KARENINA" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
 April 27 Twentieth Century-Fox release of the London Film Production adaptation of
 the famous novel by Tolstoy, starring Vivien Leigh and Ralph Richardson.
 Producer: Alexander Korda. Director: Julien Duvivier. Settings: Andra
 Andrejew. Costumes: Cecil Beaton. Publicity: Jeannette Sawyer, CO. 5-3320.

Wednesday OPENING: "THE PLAY'S THE THING" BOOTH THEATRE, 45TH ST. WEST OF B'WAY
 April 28 Gilbert Miller, James Russe and Michael Ellis present the Ferenc Molnar
 comedy starring Louis Calhern with Faye Emerson, Arthur Margetson, Ernest
 Cossart and Claud Allester. Director: Gilbert Miller. Settings: Oliver
 Messel. Costumes: Castillo. Publicity: Sam Freidman, PL. 7-4380.

Wednesday PREMIERE: "LETTER FROM AN UNKNOWN WOMAN" (Movie) RIVOLI, B'WAY & 49TH ST.
 April 28 Universal release of the initial Rampart Production, based on the love
 story by Stefan Zweig, starring Joan Fontaine and Louis Jourdan with Mady
 Christians, Carol Yorke and Art Smith. Producer: John Houseman. Director:
 Max Opuls. Settings: Russell A. Gausman and Ruby R. Levitt. Costumes:
 Travis Banton. Publicity: Al Horwits, PL. 9-8000.

Thursday PREMIERE: "HOMECOMING" (Movie) CAPITOL THEATRE, B'WAY & 50TH ST.
 April 29 MGM drama about the romance of an army nurse and medical officer during
 the war starring Clark Gable and Lana Turner, with Anne Baxter and John
 Hodiak. Producer: Sidney Franklin. Director: Mervin LeRoy. Settings:
 Edwin B. Willis. Costumes: Helen Rose. Publicity: Herbert Crooker,
 BR. 9-7800.

Friday OPENING: "INSIDE U.S.A." CENTURY THEATRE, 7TH AVE. & 59TH ST.
 April 30 Howard Dietz and Arthur Schwartz present a musical revue based on the
 best-seller by John Gunther, starring Beatrice Lillie and Jack Haley with
 John Tyers, Herb Shriner, Valerie Bettis. Director: Robert Gordon.
 Settings: Lemuel Ayers. Costumes: Eleanor Goldsmith. Publicity:
 Nat Dorfman, ME. 3-0859.

Thursday OPENING: "SALLY" MARTIN BECK THEATRE, 45TH ST. WEST OF 8TH AVE.
 May 6 Hunt Stromberg, Jr. and William Berney present the Jerome Kern musical
 starring Willie Howard, Bambi Linn and Jack Goode. Director: Billy
 Gilbert. Settings: Stewart Chaney. Costumes: Henry Mulle. Publicity:
 Richard Weaver, MU. 5-0210.